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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/841,423	04/23/2001	John Carney	004572.P003	5451
7590	07/16/2007	EXAMINER BUI, KIEU OANH T		
Sang Hui Michael Kim BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP Seventh Floor 12400 Wilshire Boulevard Los Angeles, CA 90025-1026		ART UNIT 2623	PAPER NUMBER MAIL DATE 07/16/2007 DELIVERY MODE PAPER	

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)
	09/841,423	CARNEY ET AL.
	Examiner	Art Unit
	KIEU-OANH BUI	2623

— The MAILING DATE of this communication appears on the cover sheet with the correspondence address —
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 14 May 2007.
- 2a) This action is **FINAL**. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1,3-6,8-11,13 and 15-20 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1,3-6,8-11,13,15-20 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) Notice of References Cited (PTO-892)
- 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) Information Disclosure Statement(s) (PTO/SB/08)
 Paper No(s)/Mail Date _____.
- 4) Interview Summary (PTO-413)
 Paper No(s)/Mail Date. _____.
- 5) Notice of Informal Patent Application
- 6) Other: _____.

DETAILED ACTION

Continued Examination Under 37 CFR 1.114

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on May 14, 2007 has been entered.

Remark

2. Claims 2, 7, 12, and 14 have been previously canceled; and claims 1, 3-6, 8-11, 13, and 15-20 are pending for reconsideration.

Response to Arguments

3. Applicant's arguments filed on 5/14/2007 have been fully considered but they are not persuasive.

Applicants argue that Marsh's system have physical devices that can not be distributed via a broadcast stream as now amended; however, Marsch clearly teaches that the receiver can receive streaming media content, and with appropriate modules and techniques as stated in column 13, lines 45-60 and column 14, lines 38-53, streaming media content can be received and processed accordingly at the receiver. This is a clear indication that Marsh's system have physical devices that can handle the delivery or distribution via a broadcast stream, since streaming media content is delivered, processed and displayed at the user's media content rendering system 102 (Fig. 1).

Claim Rejections - 35 USC 102

4. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless --
(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

5. Claims 1, 3-6, 8-11, 13, and 15-20 are rejected under 35 U.S.C. 102(e) as being anticipated by Marsh (U.S. Patent No. 7,080,039 B1).

Regarding claims 1, 6 and 11, Marsh discloses “in an interactive television (TV) environment, a method for selectively providing authorized interactive TV content comprising: broadcasting interactive TV content via a broadcast stream, wherein at least some of the interactive TV content is tagged content, the tagged content being marked by tags having one or more keys or personalization data; and wherein the tagged content is authorized for display only by receivers provided with matching keys or personalized data; and selectively providing the matching keys or personalized data to one or more receivers such that at least some of the one or more receivers via the broadcast stream are authorized to selectively output or make use of the tagged content based on matching keys or personalized data” (refer to Fig. 2 for an interactive TV system, and Fig. 3 for the media receiving device with a smart card; and Fig. 4 for a closer look at the smart card containing household identifier and key pair 270 for identifying each of the receiver or set top decoder unit- as shown in Fig. 3- and col. 6/lines 42-62 for media content

received at the set top box; col. 9/lines 10-56 for key pair and house identifier addressed; and col. 14/lines 15-25 as media is tagged and provided to each set top box based on the identified household identifier and keypair. In addition, the receiver can receive broadcast stream at the receiver with appropriate stream receiving and decoding, refer to Figs. 1 & 3, col. 3/lines 32-41; col. 13/lines 46-60 & col. 14/lines 38-52).

(Claim 2 has been canceled).

As for claim 3, Marsh teaches “comprising: selectively providing the matching keys or personalization data to one or more receivers or to one or more network system nodes” (col. 15/lines 9-20 as users or group of users and multiple systems can be utilized the same technique of using matching keys or key pair to one or more receivers).

As for claim 4, Marsh further discloses “comprising: checking the tags having one or more keys or personalization data with the keys or personalization data selectively provided to the one or more receivers or the one or more network system nodes, the checking to be performed by one or more receivers via use of a remote control or directly at the one or more network system nodes using a console application” (Fig. 2 & col. 4/lines 21-67 for computer application program using at the user’s side as a console application within LAN or between other systems as noted earlier; and col. 8/lines 33-57 for key-exchange protocol & col. 9/lines 10-42 for algorithm and key matching addressed).

As for claim 5, Marsh further discloses “comprising: displaying the authorized interactive TV content when the checking reveals a match between a checked tag and one or more checked keys or personalization data selectively provided to the one or more receivers or the one or more network system nodes” (col. 16/line 28 to col. 17/line 18 for the authorization procedure or the checking of matched keys for one or more receivers).

(Claim 7 has been canceled).

As for claims 8-10, these claims with same limitations are rejected for the reasons given in the scope of claims 3-5 as discussed above, and further for claim 9, Marsh further includes a content protection controller module 238 (Fig. 3) as “a filtering module in network system nodes or in receivers to check the keys or personalization data within the transmitted tagged interactive TV content with the delivered keys or personalization data” for detecting and taking actions appropriately whether a key or keys or personalization data within the tagged interactive TV content, refer to col. 8/lines 23-43.

(Claims 12 and 14 have been canceled).

Regarding claims 13, and 15-20, these claims with similar features as noted earlier are rejected for the reasons given in the scope of above claims, not limited to the cited paragraphs in Marsch's as noted above but also to the entire teaching disclosure of Marsh's.

Conclusion

6. Any response to this action should be mailed to:

Commissioner of Patents and Trademarks
Washington, D.C. 20231

or faxed to PTO New Central Fax number:

(571) 273-8300, (for Technology Center 2600 only)

*Hand deliveries must be made to Customer Service Window,
Randolph Building, 401 Dulany Street, Alexandria, VA 22314.*

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to "Krista" Kieu-Oanh Bui whose telephone number is (571) 272-7291. The examiner can normally be reached on Monday-Friday from 9:30 AM to 7:00 PM, with alternate Fridays off.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).



Kieu-Oanh Bui
Primary Examiner
Art Unit 2623

KB
July 05, 2007